

el sueño noticias

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Great praise

Our photographer is gaining an ever increasing reputation. His photos repeatedly adorn the cover of a respected property magazine. It was already confirmed to us, a long time ago, from an authoritative source, that his pictures were of a world class standard. That's just how they should be described. It is extremely difficult to reach such a level of recognition in photography. Anyone can take photos, but very few can produce truly good pictures. José Maria Hortelano has learnt photography from top to bottom, he is a photographer with heart and soul, and that is the only way in which the high-quality of his work

can be explained. The writer of this text knows where he is coming from; because he has shaped the high standard of the Hanseatische Gesellschaft's photographic work over several decades. José Maria studied photography at the University of Valencia, and continues to pass on his knowledge and experience to young, aspiring people. We find that commendable, just the same as his absolute popularity with the home owners, who regard his commitment and his manner of working very highly.

An example to the team

On the long way to his present heights, José Maria has been accompanied by his talent, his

boundless ambition, his diligence and the willingness to do some remarkable things. These days, when we consider him to be Master of Architectural Photography, and see him as a cornerstone of the Hanseatische Gesellschaft, it definitely does him credit, but will not prevent him from continuing to work on the challenges of his profession. It is such strength of character and his modesty, that have also made him an example to the team, throughout the course of the years.



On a high level

Naturally, it should not just be the tool for one such type of work to be present and correct, but also the high regard and the willingness of the whole team to cooperate at this high level. A co-operation of partnership is emerging here, that presumably on the coast, is admirable. Alongside the most modern hardware, like cameras, flash generators and understanding high tech, modern print techniques, are also software and engineering techniques, which we cannot imagine being without, and with-

out which nothing would function properly. It is important that everyone works, not as a “one man band”, but only as part of a team.

The fine difference

It is an interesting realization, that in Spain, photography perceived as aesthetic is something quite different to that in Northern Europe. The Hanseatische Gesellschaft speaks, predominantly, to people in the Northern European region and understands, therefore, that the photographic presentation should fulfil, exactly, the perception of the Northern European; what a Spaniard sees as something really beautiful, may be viewed quite differently, sometimes, by that very same person from Northern Europe. It leads to the conclusion, that opinions can differ, from one to another, as to what may be perceived as especially harmonious. We also find that this influences publication of our photographic works, in a quite charming, rather than funny way.

Aesthetic requirements

Alongside the aesthetic requirements that we impose on our photography, believability of the images is, obviously, of great importance. That means, an as realistic as possible depiction, not as seen through a wide-angled lens. A 10m pool should be recognizable as such, and a 1.500qm plot, should not convey the impression of a ranch. The photographer must convey a characteristic image of a living room or a pool landscape, and seize upon an objective, which he believes he will be able to make the most meaningful. In order to maintain reality, the photos are accompanied by true to scale floor-plans, 360° panoramic images and Exposés with the most important technical data.

Further preferences

As far as houses go, we are seeing a not directly comparable, but very much familiar phenomenon emerge. Frequently, tastes differ greatly between the Spanish and the Northern Europeans. The Spanish, who have other needs, remain completely unaffected by house

façades, room distribution and many other factors, that a Northern European would be very much influenced by. They only think about the numerous, small bedrooms, of which a normal Spanish family would require at least 4, pref-



erably 5 or 6, while only 3 or, at the most, 4 would be the norm for the average Northern European. Instead, they should be bigger and brighter, and, for that reason, alterations are frequently necessary, whenever a Northern Eu-

ropean acquires a house that was previously under Spanish ownership. Many, nevertheless, love houses with that distinct “Spanish feel”, and we understand the frequent desire for a “Finca”, but then the plot should not be too winding and the house should not have any steps that are too narrow and steep. A combination of both would be ideal: a Spanish house with northern European facets.

An interesting phenomenon

It’s certainly no accident that floor-plan designs of previous German owners appeal greatly, more often than not, to the English. A house’s condition and technical fittings will receive praise, but location and surroundings will also meet frequently with approval. German owners are well-known for keeping their houses in impeccable condition, with barely any backlog of outstanding jobs, and they hand over a faultless building. Many pride themselves on the fact that they even supervise the construction work, and have taken care that no “botched-up jobs” occur. It is not unusual for them to produce an illustrated book that verifies building progress, and in which, the proverbial thoroughness, that many Germans make their own, can be found. Furthermore, they also, characteristically and without exception, keep their paperwork in order, often even in an exemplary manner, which is not, by any means, a matter of course with everyone, but at time of resale is not insignificant and avoids unnecessary complications.